

SPAWAR



*Systems Center
San Diego*

CORPORATE IMAGE PROGRAM

TOOLS AND GUIDELINES

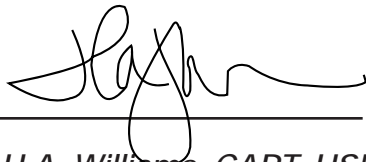
Technical Information Division

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A Message from the Commanding Officer and Executive Director

Together we need to distinguish the Space and Naval Warfare Systems Center, San Diego (SSC San Diego), as an RDT&E organization with clear marketing and business strategies that permit us to measure our success in customer satisfaction and value to the public. To build confidence with our customers and make the name SSC San Diego synonymous with excellence, we must consistently and clearly communicate who we are and what we stand for. We can do this by ensuring that our corporate image, one of our most valuable assets, is properly used.

This document contains the design guidelines for our corporate image. The application of these guidelines will help us pursue our business and marketing strategies, as well as promote the image of SSC San Diego as a center of excellence in technical and scientific work.



H.A. Williams, CAPT, USN
Commanding Officer



R.C. Kolb
Executive Director

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WHAT'S IN THIS DOCUMENT?

This document is presented in three sections. Section 1 introduces SSC San Diego's corporate image program and answers basic questions you may have about corporate image and visual standards: Why have a corporate image program? How do visual standards contribute to our corporate image? What visual elements make up these standards? How are they used? In what products?

Section 2 gives more specific guidelines for using visual design elements in SSC San Diego's information products. You will find answers to more specific questions in this section: How do I use the standards in my information products? Can I alter the logo? What colors and fonts are acceptable? What elements are used on what products?

Section 3 gives information on corporate resources — the Technical Information Division (TID) and the Quality Management Board (QMB) on Marketing and Business Development — and online resources.

1 SSC SAN DIEGO'S CORPORATE IMAGE PROGRAM: AN INTRODUCTION

WHY HAVE A CORPORATE IMAGE PROGRAM?

SSC San Diego's corporate image is a valuable asset. Our corporate image, as conveyed through visual standards, allows us to

- Be easily differentiated from our competition
- Project an appropriate and relevant image through our products
- Create a presence in the marketplace (either the general public or a specialized military area)

WHAT WILL ENSURE A SUCCESSFUL PROGRAM?

Corporate visual standards will contribute to our success, only if we

- Plan a system for our corporate graphics, i.e., those graphics that portray SSC San Diego as we want to be seen by our customers or potential customers
- Incorporate an image program with a well designed and consistent set of visual standards
- Maintain the integrity of our corporate image

By publishing this document, we have developed a system that uses well designed, consistent graphics for our corporate information products and have provided guidelines for their use. By following the guidelines in this document, every SSC San Diego employee can help ensure that the integrity of our corporate image is maintained.

WHAT ARE OUR DESIGN ELEMENTS?

We use two design elements to portray our corporate image: our official logo (the triangle) and a secondary logo (the globe).



OFFICIAL LOGO



SECONDARY
LOGO

Official Logo

Our official logo is the main visual symbol used to identify SSC San Diego. The logo creates instant recognition of SSC San Diego and allows SSC San Diego to stand apart from its competition. The logo is

- Original and distinct
- Legible
- Simple
- Easily adaptable to all visual and printed media

Secondary Logo

A secondary logo, an illustration that incorporates the logo, uses a globe with the logo superimposed. This is the only approved secondary logo, and it is the only time that the word SPAWAR can be separated from the triangle. The official logo cannot be incorporated into any other illustration or artwork.

WHAT OTHER ELEMENTS ARE REQUIRED?

Because SSC San Diego must meet various security, information release, and publication regulations, elements that facilitate the dissemination, tracking, and retrieval of information are also part of our corporate image program.

In addition to design elements, our information products may require one or more of the following items: distribution statement, classification marking, publication date, the Navy seal, our address, or “reviewed and approved by” statement. The table, Required Elements (page 2-15), lists products and their required elements.

2 DESIGNING INFORMATION PRODUCTS

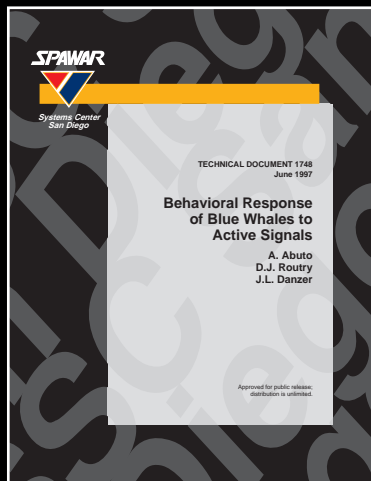
Successfully implementing our design program — achieving a strong, cohesive, corporate image — requires correct use of specified design elements, colors, fonts, and other required elements. This section provides information for designing SSC San Diego information products.



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Information Products

- Formal Documentation
- Program Sheets
- Posters
- Viewgraphs
- Videos, Multimedia
- Brochures
- WWW Home Pages
- Other (magazine ads, survey forms, CD-ROMs)



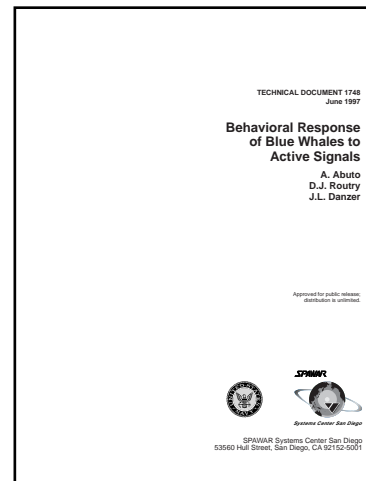
REPORT COVER

INFORMATION PRODUCTS

Report Cover and Title Page

The report cover is used for all formal, printed documentation, e.g., formal reports, command-level documents, and proposals. These covers are preprinted by the Technical Information Division (TID) and provided to the Defense Automated Printing Service when a document is sent for printing and distribution.

A title page is also included with our printed documentation. Because the title page is printed in black and white, our formal documentation can be reproduced on an office copier without loss of information.



TITLE PAGE

Program Sheets for Exhibitions

Used at exhibitions, program sheets are fact sheets that describe SSC San Diego programs. The technical codes can create these sheets or have TID create them. If created in the code, they must be reviewed by TID before use in the exhibition.

PROGRAM
SHEET
FRONT

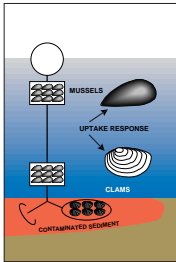
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NRAd Environmental Sciences Division
Biochemical Assessment of Environmental Contamination: Biomarkers

The Biomarkers program at the NRAd Ocean Sciences Laboratory has evolved over more than 10 years of research on the biochemical responses of marine organisms to environmental pollutants. In the late 1970s, standard survival/mortality-based dredge spoil bioassays were conducted in parallel with studies measuring the release of lysosomal enzymes resulting from stress-related lysosomal destabilization and changes in hemolymph cell populations in bivalves. This work revealed that on a sublethal level, exposure to toxicants was expressed at the molecular/cellular level by changes in the extracellular concentration of lysosomal enzymes, hemolymph cell counts, and fluctuations in the proportions of hemolymph cell types. Subsequent investigations examined stress-induced expression of various enzymes and proteins, particularly the induction of metallothioneins (metal-binding proteins) in response to trace metal exposure, and the induction of heat shock proteins or stress proteins, in response to elevated temperatures, trace metals, and tributyltin.

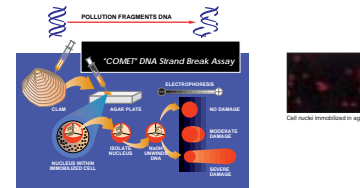
This biochemical approach uses test organisms as environmental condition sensors. The molecular mechanisms these organisms pose into action to cope with adverse environmental conditions relate to the stresses they are encountering. Currently, a number of promising biomarkers are being compared to traditional biological measures such as growth, reproduction, and bioaccumulation to evaluate their utility. These studies involve several different organisms exposed to environmental contaminants in the laboratory, in harbor waters and in sediments.

The goal of the biomarker approach is to develop a hierarchical series of sensitive molecular measures that will allow the rapid determination of an organism's general level of challenge and then progressively establish the character of the toxicant to which the organism is responding. The current suite of molecular biomarkers under study require the processing of a very small number of cells (10^3 to 10^6); therefore, determinations can be made for multiple tissues from a single organism. In most cases, a subset of these small samples can be easily archived, making them available for future requires. The biomarker methods currently employed (such as the comet assay) can determine the incidence of genotoxic exposure, increases in cytotoxicity, and concentrations of cellular stress proteins, measuring the induction of proteins essential for the survival of cells under adverse conditions.



In-situ deployment of monitoring organisms.

PROGRAM
SHEET
BACK



The Comet Assay
A method for the detection of the genotoxic and cytotoxic effects of pollutants.

References and Pertinent Literature

- 1) Shugart, L. J., Bickman, E., Jackin, G., McMahon, W., Ridley, J., Stein, and S.S. Steinert. 1992. DNA Alterations. R.J. Hugget, R.A. Kimerle, P.M. Mehle, Jr., and H.L. Bergman, eds., in *Biomarkers: Biochemical, Physiological, and Histological Markers of Anthropogenic Stress*. Lewis Publishers, Chelsea, MI, pp. 125-153.
- 2) Pickwell, G.V. and S.A. Steinert. 1984. Serum biochemical and cellular responses to experimental copper challenge in mussels. *Mar. Environ. Res.* 14:245-265.
- 3) Steinert, S.A. and G.V. Pickwell. 1988. Expression of heat shock proteins and metallothionein in mussels exposed to heat stress and metal ion challenge. *Mar. Environ. Res.* 24:211-214.
- 4) Steinert, S.A. and G.V. Pickwell. 1993. Induction of HSP70 proteins in mussels by ingestion of tributyltin. *Mar. Environ. Res.* 35:89-93.

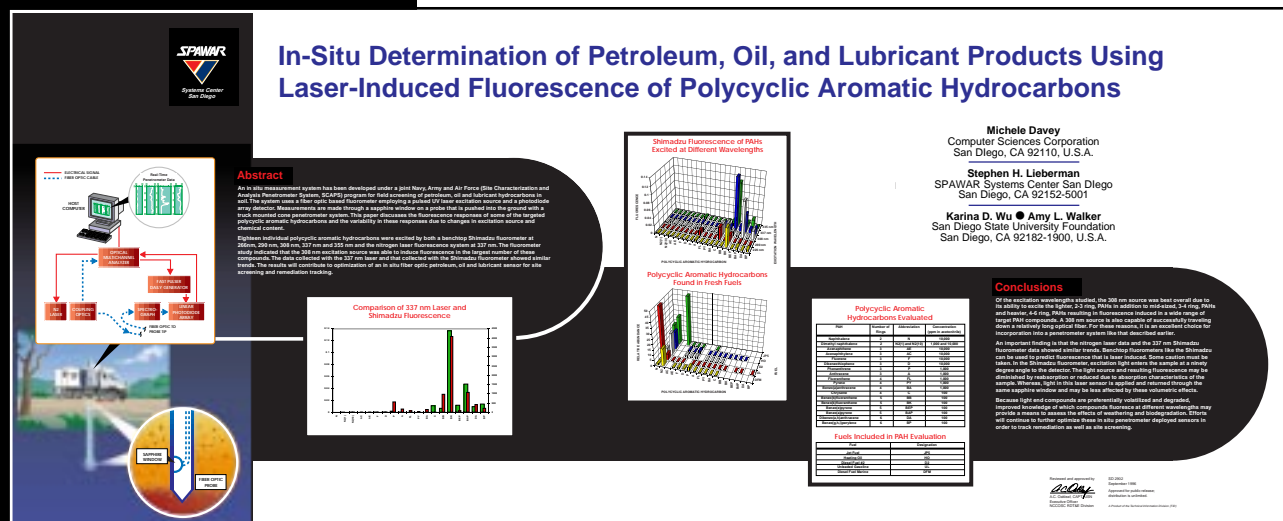
POINT OF CONTACT

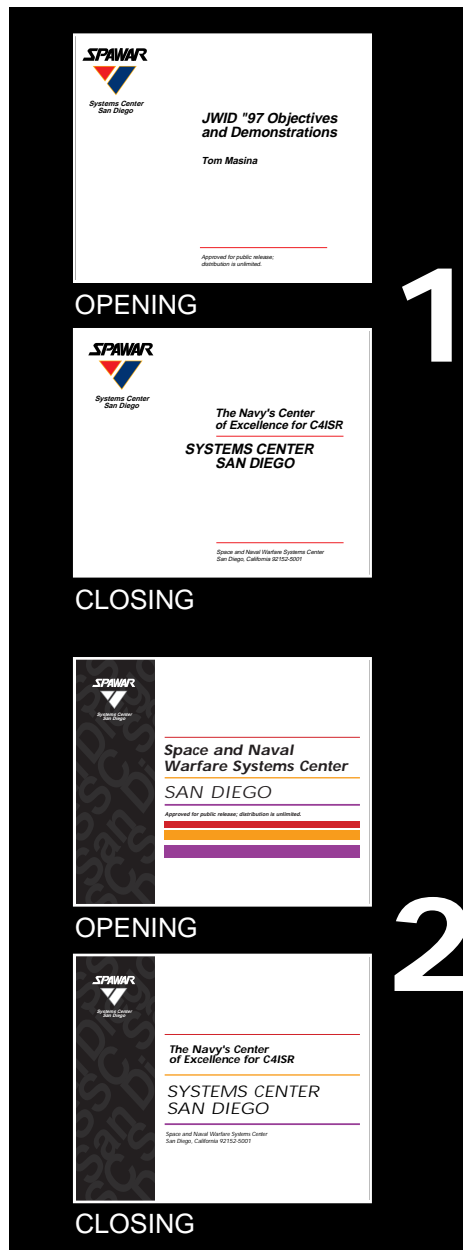
S.A. Steinert
Computer Sciences Corp. at
SPAWAR Systems Center San Diego
5360 Hurl Street
San Diego, CA 92152-6325
Email: steinert@spawar.navy.mil
Phone: (619) 553-5615
FAX: (619) 553-6305

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Posters

Posters are used at conferences and symposia at which SSC San Diego personnel present papers. Because the design commonality to portray our corporate image relies on the correct use of colors, fonts, and the logo, templates are not available. The technical codes can create posters or have TID create them. If created in the code, posters must be reviewed by TID before use at the conference or symposium.





Viewgraphs

SSC San Diego has standard opening and closing viewgraphs and standardized templates for the content viewgraphs. These are to be used in all graphic presentations (viewgraphs and slides).

In addition, viewgraphs that give SSC San Diego information (e.g., general information, mission, location, organization) are available for use in presentations. Used at the discretion of the presenter, these are available online at <http://iweb.nosc.mil/services/sti/publications/corpmage/>.

Two groups of viewgraphs are available: (1) simple viewgraphs that use minimal design and color for presentations where the projection of color is a problem or where extensive black-and-white copying is required, and (2) customized viewgraphs that use sophisticated design and color where color projection is not a problem and where extensive copying is not required. Templates for the first group are available online at <http://iweb.nosc.mil/services/sti/publications/corpmage/>. The viewgraphs in the second group are available from TID.

Clear, concise viewgraphs will prove the most effective for your presentations. We suggest following a few basic guidelines when preparing your viewgraphs (see Guidelines for Preparing Viewgraphs, next page).



Preparing Effective Viewgraphs

- Make Your Viewgraphs Clear and Concise
- Emphasize Key Points
- Be Consistent

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CONTENT
VIEWGRAPH

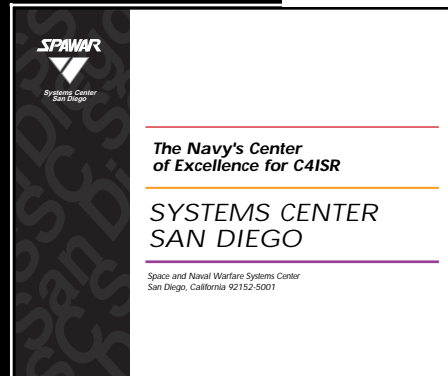
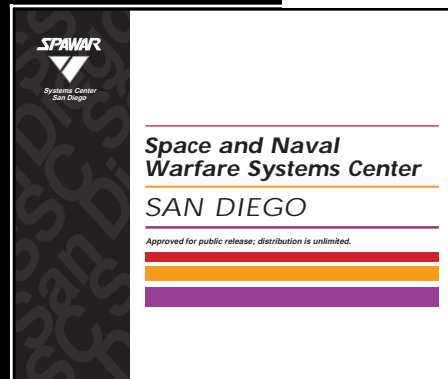
Guidelines for Preparing Viewgraphs

- Emphasize your key points — do not put your entire presentation on your viewgraphs. Too much information will detract from your message.
- Make sure everyone in the audience can read your viewgraph easily.
- Use the fewest and shortest words possible. Cut out qualifiers and connectives.
- Initial cap titles (except for articles, conjunctions, and prepositions).
- Initial cap main headings or listings.
- Verify totals such as amounts and percentages and ensure headings or other items continued on several pages are consistent.
 - Define acronyms unless you are sure your audience will know them.
 - Use standard abbreviations.
 - Let someone else proof your viewgraph.
 - Be consistent!

More detailed information for preparing viewgraphs can be found online at <http://iweb.nosc.mil/services/sti/publications/corpimage/>.

Videos and Multimedia

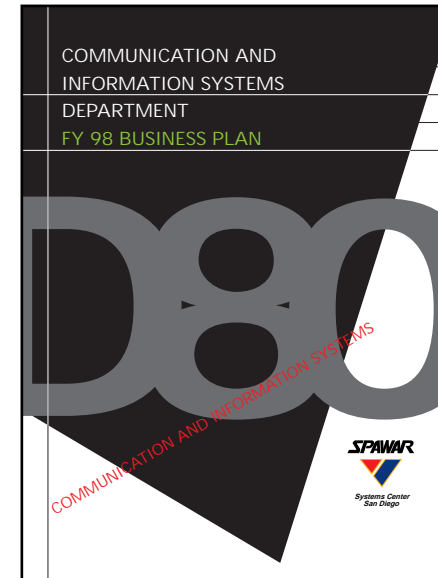
Video and multimedia presentations are identified as an SSC San Diego corporate product by employing appropriate opening and closing frames and other required elements. Frame images are the same as used on the customized viewgraphs and are available from TID.



OPENING AND
CLOSING FRAMES

Brochures

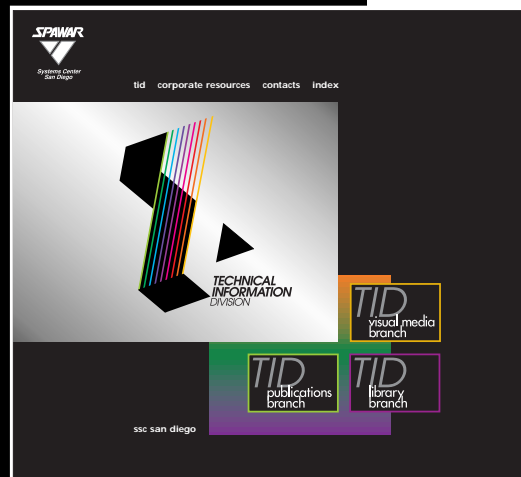
Brochures are marketing products that describe our organization, programs, and capabilities. Because of their content, they vary in size and design. Commonality in design is achieved through use of the logo, colors, and fonts. The official logo must be on the cover. Technical codes can create brochures or have TID create them. If created in the code, they must be reviewed by TID before printing.



Web Pages

SPAWAR headquarters has provided specific information for developing web pages for both the intranet and the internet. (See <http://iweb.nosc.mil/services/sti/publications/corpimage/>.) As internet pages are accessible to the public, particular care must be used by web page authors to ensure that SSC San Diego is professionally portrayed and that legal requirements concerning copyright and review for public release are followed.

In addition to these guidelines and policy, SSC San Diego's corporate image program requires that the official logo, i.e., the triangle with the text elements, be placed in the upper right or left corner of the introductory web page. For style requirements in writing practices, refer to SSC San Diego's Style Guide, TD 1064 Revision 1, Writing and Editorial Guidelines.



WEB PAGE

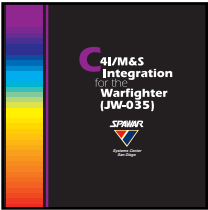


MAGAZINE
ADS

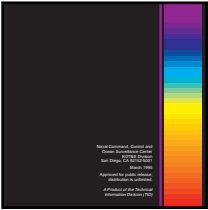
Other Products

Products such as magazine advertisements, survey forms, and CD-ROM covers are developed by TID using the design elements and specified fonts and colors.

SURVEYS



FRONT



BACK

CD-ROM
COVERS



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STANDARDS FOR USING THE LOGO

Color

For multicolor use, the logo is red, blue, and gold. Do not change these colors. For black-and-white (or other two-color) printing, use a white logo against a dark background and a black logo against a light background.

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The triangle cannot be used without the words "SPAWAR Systems Center San Diego," as shown.

For four-color and spot-color process printing, the following apply

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Four-Color

Red: Magenta 100%
Yellow 100%

Blue: Cyan 100%
Magenta 80%
Black 30%

Gold: Magenta 35%
Yellow 100%

Spot-Color

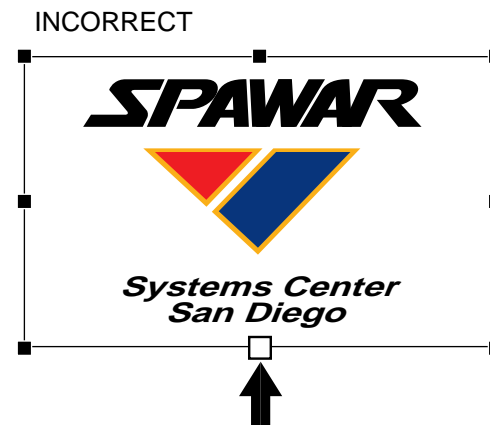
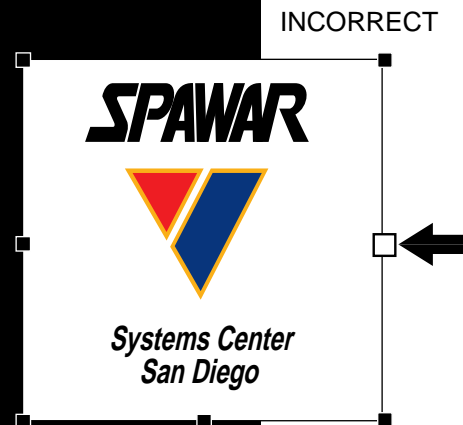
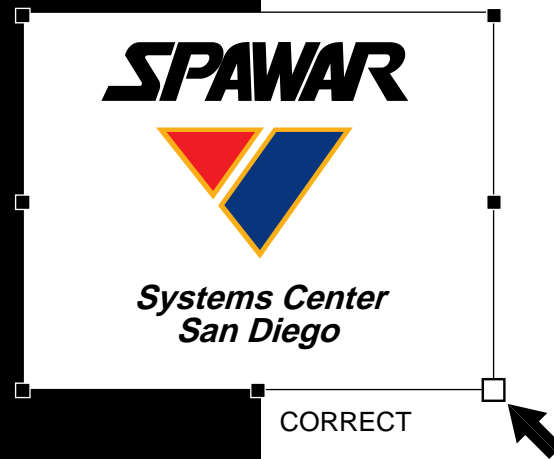
Red: PANTONE® 185

Blue: PANTONE® 280

Gold: PANTONE® 123

Proportions

Use only authorized electronic or camera-ready reproductions of the logo available from TID. Do not alter the proportions of the logo.





NEGATIVE LOGO

Use with Backgrounds

Use the positive logo against lighter colored backgrounds.

Use the negative logo against darker colored backgrounds.



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POSITIVE LOGO

Typeface

Do not change the typeface. The SSC San Diego typeface was created for a more unique signature.



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CORRECT



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San Diego

INCORRECT



STANDARDS FOR USING COLORS

The primary colors for use in design of SSC San Diego corporate products are black, white, red, blue, and a combination of these colors.

If other colors are needed, contact TID before starting work to ensure that the resulting project will meet the corporate image standards.

STANDARDS FOR USING FONTS

Fonts chosen for our corporate products meet three important criteria: (1) appropriateness, i.e., the fonts project an appropriate image; (2) legibility, i.e., the fonts are easy to read; and (3) availability, i.e., the fonts are available on most SSC San Diego computers.

In general, use sans serif fonts (Arial, Helvetica) for type used in headings or short text passages. Sans serif fonts are recommended for viewgraphs. Use serif fonts (Times New Roman, Times) for longer text passages.

Recommended Fonts for PCs



Serif: Times New Roman Sans Serif: Arial

Recommended Fonts for Macintosh

Serif: Times Sans Serif: Helvetica

INCORPORATING OTHER REQUIRED ELEMENTS

The table below provides a quick reference for determining other elements required for your product.

PRODUCTS	REQUIRED ELEMENTS							
			Distribution Statement	Classified (Requires markings if classified)	Document Control Number	Publication Date	SSC San Diego Name/ Address	Other Elements/ Notes
Report Documentation	✓	✓	✓	✓	✓	✓	✓	Special designs may be arranged through TID
Program Sheets for Exhibitions	✓		✓	✓	✓	✓	✓	
Posters	✓		✓	✓	✓	✓	✓	
Viewgraphs	✓		✓	✓		✓	✓	
Videos	✓		✓	✓		✓	✓	
Multimedia	✓		✓	✓		✓	✓	
Brochures	✓	✓	✓	✓	✓	✓	✓	Requires review and approval by SSC San Diego Executive Officer
WWW Home Pages (Internet/ Intranet)	✓		✓	✓		✓	✓	
Advertisements	✓		✓	✓		✓	✓	Although statement is assigned, it does not appear on product
CD-ROM Covers	✓		✓	✓		✓	✓	

3 CORPORATE RESOURCES

TECHNICAL INFORMATION DIVISION (TID)

TID is SSC San Diego's resource for creating and establishing our corporate image. All corporate marketing materials — program sheets, posters, brochures, web pages, and advertisements — must be approved by TID before use.

In addition, it is suggested that all reports, videos, and multimedia presentations for use outside SSC San Diego be reviewed by TID. (Note that the report cover cannot be used on documents that have not been reviewed by the Public Affairs Office. The reports must also meet minimum editorial standards.)

QUALITY MANAGEMENT BOARD (QMB) FOR MARKETING AND BUSINESS DEVELOPMENT

The QMB oversees SSC San Diego's corporate image and reviews and approves all changes suggested by TID. The QMB also serves as the repository for marketing materials and provides standard marketing material to technical codes.

ONLINE TEMPLATES

Templates and instructions for visual and written information are available electronically on the SSC San Diego intranet at <http://iweb.nosc.mil/services/sti/publications/corpimage/>.



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San Diego, CA 92152-5000

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URL: <http://manta.nosc.mil/~skadberg/STI/STI.html>

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